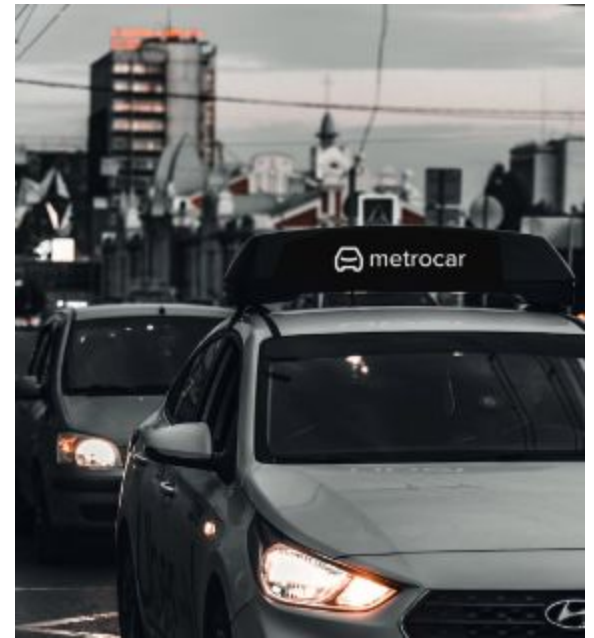


metrocar

A shared ride App

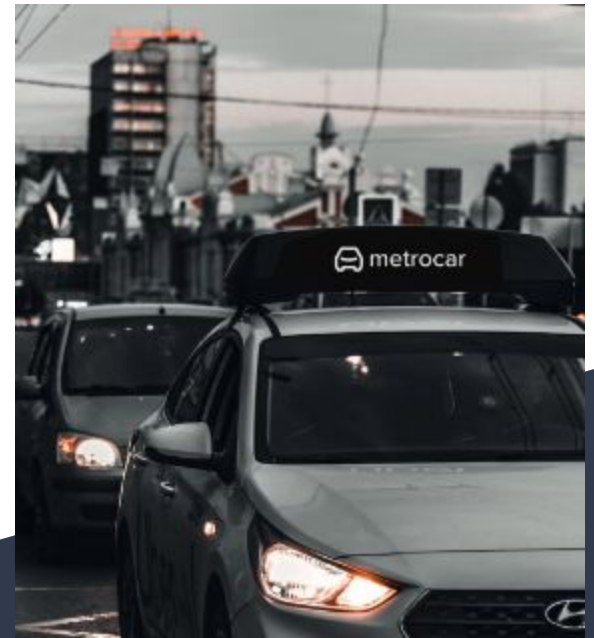


Presented by:
Faustina , Anastasios, Felix

User behaviour Analysis

Overview:

- Where do we stand?
- What is our current bottleneck?
- Recommendations



How do our customers behave?

Key Findings

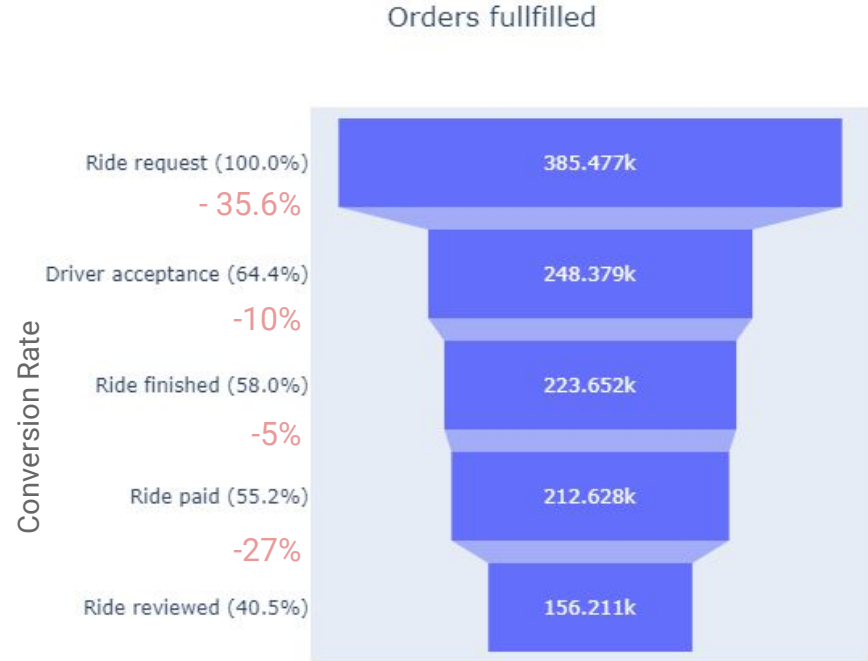
- Nearly half of the users, who have a driver accepting their request, do not proceed to complete the ride



Potential Issues

Key Findings

- 35.6% of ride requests are not accepted



Suggestions

- Tracking cancellation source
- Potential Survey for Cancellations
- Investigating the Reason why one-third of ride requests are not accepted

